

## Chapter 8 - Implementation

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Planning is a continuous process. Completion of the Comprehensive Plan is by no means an end in itself; rather it is a new beginning. The purpose of the Implementation chapter is to provide direction and recommendations for implementation of the Comprehensive Plan and for continued planning. Adoption of the Comprehensive Plan is the initial steps in achieving the vision articulated in the planning process. Early in the process, key community issues were identified and now serve as the basis of goals, objectives and actions, the foundation of the Plan. The Comprehensive Plan is the City's guide for government officials and citizens in making decisions regarding land use, thoroughfare development, community facilities construction, infrastructure improvements and extensions, park enhancements, and downtown revitalization.

In addition to the goals, objectives and actions, plan implementation includes the following tools. The Zoning Ordinance and Subdivision Regulations use the Future Land Use Plan as a general guide for decision-making in zoning cases and subdivision plat review approvals to ensure that development and redevelopment are consistent with the policies of the City's Comprehensive Plan. The Capital Improvement Plan (CIP) addresses street, water and sewer infrastructure and facility improvements. The Annual Budget looks at the general operations and maintenance of city facilities, and the repair of rights-of-way for street and highway improvements. Special programs and new initiatives may be used to put recommendations into action.

The series of proposed implementation actions are specific steps that should be taken to implement the Plan. Some actions may be simple and others will require substantial funding. Others may call for the formation of a new committee, or identify the need for a specific study. In addition to such "new" initiatives, the continuation of ongoing City policies and programs is recommended in many instances.

To be truly useful, the recommended actions need to be considered as to their importance and achievability. The following spreadsheet, **Table 8.1 – Implementation Spreadsheet**, contains the objectives and actions recommended in the foregoing chapters of the Comprehensive Plan. Action items have been identified in terms of priority, allowing the Steering Committee, Planning and Zoning Commission and City Commission to consider which actions the City should tackle first. Each action has been carefully considered in terms-of the impact it will have balanced with the ability to achieve it. Of course each action will be considered with respect to its budgetary requirements.

### Commitment to Implementation

The many hours devoted by the citizen based Steering Committee and Planning and Zoning Commission to shaping the Comprehensive Plan attest to their desire for attaining the agreed upon vision for Weslaco. In appointing a representative citizens' Steering Committee, the City's leaders sought to involve the entire community in the planning effort. The effort and time contributed by citizens, committed to betterment of their community, require that actions be taken to carry out the recommended policies and proposals.

The most important method of implementing the Weslaco Comprehensive Plan comes from the day-to-day commitment by elected and appointed officials, City Staff members and citizens. The Comprehensive Plan must be understood as a useful and capable tool to direct the City's future. The Future Land Use Plan and Thoroughfare Plan should be displayed and made available for easy reference by officials, staff and citizens. The Comprehensive Plan should continually be referenced in planning studies and zoning case reports as well as informal discussion situations. High visibility will make the Plan successful, dynamic and a powerful tool for guiding Weslaco's future growth.

### **The Continuous Planning Process**

This Comprehensive Plan must be constantly scrutinized to ensure that its goals, objectives and recommended actions continue to reflect changing community needs and attitudes. Above all, it must be used. Each new development, redevelopment, and even tax incentives, need to be considered with the intent of achieving the vision and goals set forth in the Plan.

Circumstances will continue to change in the future and the Weslaco Comprehensive Plan will require modifications and refinements to be kept up-to-date and current. Some of its proposals will be found unworkable and new solutions will continue to emerge. Needed refinements and changes should be carefully noted and thoroughly considered as part of the Plan Updates and 5-Year Major Plan Revisions. As change occurs, however, Weslaco's vision should remain the central theme and provide a unifying element. The Plan's importance lies in the commitment of citizens to agree on Weslaco's purposes for the future, and to apply that consensus in continuing efforts that focus on the betterment of their community.

### **Major Updates of the Comprehensive Plan**

Major updating of the Comprehensive Plan should ideally occur every five years. These updates will ensure renewal and continued utility of the Comprehensive Plan for use by the City officials and staff. Annual Plan amendments from the previous four years should be incorporated into the next major Plan update. Plan updates will be a significant undertaking involving City officials, departments and citizens. Consultant services may be utilized if needed. Additionally, the City should review and update the base data including population projections, demographics, and existing land uses. Goals, objectives and actions should also be analyzed and reviewed to determine their effectiveness and relevance to the current conditions. Any items that may not have been previously achieved and barriers that prevent their achievement should be identified. New or modified goals, objectives, actions as well as policies should be developed as necessary based on new data, emerging issues, and changing community conditions. The result of the major Plan updates will be a new Comprehensive Plan for the City, including new identification of up-to-date goals, objectives, policies and implementation actions.

### ***Annual Plan Amendment Process***

Annual Plan amendments can provide opportunity for relatively minor Plan updates and revisions such as changed conditions—in future land use designations, implementation actions and review of Plan for consistency with ordinances and regulations. A Plan amendment should be prepared and distributed as an addendum to the adopted Comprehensive Plan. Identification of potential Plan amendments should be an ongoing process by the Planning and Zoning Commission and City staff throughout the year. Citizens, property owners, community organizations and other governmental entities can also submit requests for Plan amendments. Proposed Plan amendments should be reviewed and approved by the Planning and Zoning Commission. Plan amendments should be adopted in a manner similar to the Plan itself. This process includes public hearings, citizen input and consideration of action by both the Planning and Zoning Commission and City Commission. Plan amendments should be adopted by resolution.

### ***Reports of the Planning and Zoning Commission***

As a part of their annual Plan of Work, the Planning and Zoning Commission should prepare an annual report for submittal and discussion with the City Commission. Status of implementation for the Comprehensive Plan should be included in these annual reports. Significant actions and accomplishments during the past year should be recognized, as well as identification and recommendations for needed actions and programs to be developed and implemented in the coming new

year. The annual report of the Comprehensive Plan implementation status by the Planning and Zoning Commission should be coordinated with the City's annual budget development process so that the recommendations will be available early in the budgeting process.

### **Implementation Responsibility**

The responsibilities for the actual initiation and monitoring the goals, objectives, and actions of the Comprehensive Plan lie with the following groups:

**An Implementation Task Force** may be considered. This Task Force ensures, upon Plan approval, that the Plan does not have a chance to become idle. It is important, once the Plan is adopted, to maintain the momentum of achieving the goals and objectives of the Plan. Their role is to refine and prioritize the list of action items, initiate action and monitor progress. Task Force membership may include key members of City staff, members of the development community, the business community, and other stakeholders in the community, as well as local residents. The Implementation Task Force will need to revise the action item agenda annually to reflect items that have been achieved, and to establish new priorities.

**City Staff** should review all the development issues associated with zoning and subdivision of land for compliance with the stated objectives and Future Land Use Plan. Continuous monitoring of planning activities will aid in identifying the need for revisions and updates. Preparation of the annual budget and Capital Improvements should incorporate the actions and projects recommended in the Plan.

Using advisory committees, public meetings and community workshops, town meetings, public forums, newsletters, citizen comments, media releases and public notices can inform and involve citizens in continued planning. Methods and activities for public participation should be carefully chosen and designed to achieve meaningful and effective involvement.

**Planning and Zoning Commission** should use the Comprehensive Plan as a tool for decision making for growth, development and redevelopment to assure the projects are in accordance with the Plan. On a yearly basis they should submit an annual report of the activities and achievements as well as recommendations for future planning initiatives.

**City Commission** should receive and act upon recommendations that are in accordance with the vision, goals, and objectives of the Plan. As an integral participant in the continuous planning process, the City Commission should provide overall policy guidance and consider issues and changes when they are a logical extension of the stated purpose of the Comprehensive Plan.

### **Citizen Involvement and Success**

Achieving the goals of Weslaco's Comprehensive Plan will ultimately improve the quality of life of its citizens. Therefore, residents should have an opportunity to monitor the progress of the plan or be involved in the implementation activities. Effective means of keeping the public informed of the progress of the Plan include newsletters, press releases, internet postings, the City's website, and public notices.

Achieving early results is a way of satisfying the stakeholders and community in seeing the fruits of their involvement. Quick success keeps the community excited and interested in seeing further success with the Plan. Therefore, it is recommended to address some of the actions that do not require significant budgetary obligations and that can provide immediate opportunity to make an impact on the community. Success is also a very powerful tool in marketing a plan. While some actions will take longer to complete than others, it will still be important to ensure that successes are consistent throughout the

## **Implementation**

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implementation process. Those projects should commence in a timeframe that balances resources and achieves success.

**Table 8.1**  
**Implementation Spreadsheet**  
**Weslaco**

Number	Chapter	Objective	Action	Priority	Rank	Responsible Department	Implementation Tool
1	Land Use	<b>Objective L1:</b> Coordination with surrounding governmental entities to ensure the future land use plan is realized.	Action L1.1: Continue as well as enhance communication with neighboring cities of Donna, Mercedes, Progreso and Progreso Lakes ensuring proposed land uses in ETJ are compatible with adjacent cities.			City, Planning	Intergovernmental, Policy
2	Land Use	<b>Objective L2:</b> An infrastructure network and service delivery plan that ensures public health and safety by anticipating growth and development.	Action L2.1: Ensure the safety of streets, sidewalks, neighborhood parks, street lighting, drainage, and traffic control, with neighborhood policing and fire protection.			Fire, Police, City Engineer, Code Enforcement, Urban Development	Policy, Ordinance
3	Land Use	<b>Objective L2:</b> An infrastructure network and service delivery plan that ensures public health and safety by anticipating growth and development.	Action L2.2: Review and update City Code Enforcement policies and procedures as needed and ensure staff is able to enforce.			Code Enforcement, Urban Development	Policy, Ordinance
4	Land Use	<b>Objective L2:</b> An infrastructure network and service delivery plan that ensures public health and safety by anticipating growth and development.	Action L2.3: Upgrade utilities and roadways in prime locations for potential development.			City Engineer	CIP
5	Land Use	<b>Objective L2:</b> An infrastructure network and service delivery plan that ensures public health and safety by anticipating growth and development.	Action L2.4: Before final approval of new development, ensure that adequate infrastructure is available to support new development, including, but not limited to water, wastewater and sewer lines.			Planning, City Engineer, Urban Development	Policy

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**Weslaco**

Number	Chapter	Objective	Action	Priority	Rank	Responsible Department	Implementation Tool
6	Land Use	<b>Objective L2:</b> An infrastructure network and service delivery plan that ensures public health and safety by anticipating growth and development.	Action L2.5: Develop better interdepartmental communication to assure that duties, activities, and project management are coordinated in an efficient and cost-saving manner.			City, Planning, City Engineer, Urban Development	Policy
7	Land Use	<b>Objective L2:</b> An infrastructure network and service delivery plan that ensures public health and safety by anticipating growth and development.	Action L2.6: Maintain and enforce inspection requirements and development standards for utilities and infrastructure.			Code Enforcement	Policy, Ordinance
8	Land Use	<b>Objective L3:</b> Neighborhoods that offer residents a variety of permanent housing options, and are well connected to other neighborhoods, commercial uses, employment centers and community facilities.	Action L3.1: Refer to the Future Land Use Plan and Thoroughfare Plan for location of appropriate land uses and connectivity as new developments are proposed.			Planning	Comp Plan
9	Land Use	<b>Objective L3:</b> Neighborhoods that offer residents a variety of permanent housing options, and are well connected to other neighborhoods, commercial uses, employment centers and community facilities.	Action L3.2: Establish open space easements and/or linear parks and trails around residential areas.			Planning, Parks Dept.	CIP-Bond Program, Partnerships, Parks Plan
10	Land Use	<b>Objective L3:</b> Neighborhoods that offer residents a variety of permanent housing options, and are well connected to other neighborhoods, commercial uses, employment centers and community facilities.	Action L3.3: Ensure Zoning Ordinance allows for residential uses to be interspersed with commercial and retail uses in areas proposed for Downtown Commercial land uses.			Planning	Ordinance

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**Weslaco**

Number	Chapter	Objective	Action	Priority	Rank	Responsible Department	Implementation Tool
11	Land Use	<b>Objective L4:</b> Protecting and enhancing the value of local flood plains, natural areas and habitats.	Action L4.1: Review and amend the City's development ordinances and zoning map to reflect the Future Land Use Plan.			Planning	Ordinance, Comp Plan
12	Land Use	<b>Objective L4:</b> Protecting and enhancing the value of local flood plains, natural areas and habitats.	Action L4.2: Provide for transitions in land use intensity through the Future Land Use Plan and zoning map.			Planning	Ordinance, Comp Plan
13	Land Use	<b>Objective L4:</b> Protecting and enhancing the value of local flood plains, natural areas and habitats.	Action L4.3: Consider the purchase and removal of structures in flood-prone areas.			City	CIP-Bond Program, Policy
14	Land Use	<b>Objective L4:</b> Protecting and enhancing the value of local flood plains, natural areas and habitats.	Action L4.4: Continue stringent floodplain management regulation and practices.			Planning, Code Enforcement, City Engineer	Ordinance, Policy
15	Land Use	<b>Objective L4:</b> Protecting and enhancing the value of local flood plains, natural areas and habitats.	Action L4.5: Apply effective subdivision regulations in the ETJ to ensure that infrastructure meets City standards.			City Engineer, Planning	Ordinance, Policy
16	Land Use	<b>Objective L4:</b> Protecting and enhancing the value of local flood plains, natural areas and habitats.	Action L4.6: Develop a Flood Management Plan that focuses on public health and safety ensuring water movement and capacity.			Planning, Code Enforcement, City Engineer	Ordinance, Policy
17	Land Use	<b>Objective L5:</b> A community of diverse compatible coexisting uses with stable neighborhoods, viable commercial centers, and a healthy industrial economy.	Action L5.1: Create a neighborhood revitalization program with qualified staffing.			EDC, Planning, Urban Development	Partnership

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**Weslaco**

Number	Chapter	Objective	Action	Priority	Rank	Responsible Department	Implementation Tool
18	Land Use	<b>Objective L5:</b> A community of diverse compatible coexisting uses with stable neighborhoods, viable commercial centers, and a healthy industrial economy.	Action L5.2: Rezone key areas designated for growth or preservation.			Planning	Ordinance
19	Land Use	<b>Objective L5:</b> A community of diverse compatible coexisting uses with stable neighborhoods, viable commercial centers, and a healthy industrial economy.	Action L5.3: Refer to Future Land Use Plan for appropriate location of future land uses as new developments are proposed.			Planning, Urban Development	Comp Plan
20	Land Use	<b>Objective L5:</b> A community of diverse compatible coexisting uses with stable neighborhoods, viable commercial centers, and a healthy industrial economy.	Action L5.4: Develop criteria for manufactured home subdivision ensuring minimal requirements for landscaping, upkeep and maintenance, as would be required for "conventionally" constructed homes.			Planning, Code Enforcement	Ordinance, Policy
21	Land Use	<b>Objective L6:</b> Parks and recreational facilities that promote neighborhood stability, public health, and enhance economic growth.	Action L6.1: Refer to the Parks Master Plan and Future Land Use Plan for appropriate location of neighborhood and community parks ensuring that all communities are served.			Planning, Parks and Recreation	Parks Plan, Comp Plan
22	Land Use	<b>Objective L6:</b> Parks and recreational facilities that promote neighborhood stability, public health, and enhance economic growth.	Action L6.2: Investigate opportunities for lands to be donated for park use.			Planning, Parks and Recreation	Partnership



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**Weslaco**

Number	Chapter	Objective	Action	Priority	Rank	Responsible Department	Implementation Tool
23	Land Use	<b>Objective L6:</b> Parks and recreational facilities that promote neighborhood stability, public health, and enhance economic growth.	Action L6.3: As much as possible, utilize floodplain lands for natural open spaces and park development.			Parks & Recreation, Planning	Policy
24	Land Use	<b>Objective L6:</b> Parks and recreational facilities that promote neighborhood stability, public health, and enhance economic growth.	Action L6.4: Coordinate City, County and school district facilities planning and land acquisition for joint school/park opportunities.			Planning, City, County, WISD	Intergovernmental, Policy
25	Land Use	<b>Objective L7:</b> Redevelopment of older neighborhoods and commercial centers ensuring blight is taken care of.	Action L7.1: Create a neighborhood revitalization program with qualified staffing and adequate funding.			Planning, EDC, Urban Development	EDC, Partnership
26	Land Use	<b>Objective L7:</b> Redevelopment of older neighborhoods and commercial centers ensuring blight is taken care of.	Action L7.2: Review City Code Enforcement policies and procedures, update as needed and ensure staff is able to enforce.			Planning, Code Enforcement	Policy
27	Land Use	<b>Objective L7:</b> Redevelopment of older neighborhoods and commercial centers ensuring blight is taken care of.	Action L7.3: Enforce codes to eliminate health and safety risks (and continued removal of unsafe/substandard structures when necessary).			Code Enforcement	Policy
28	Land Use	<b>Objective L7:</b> Redevelopment of older neighborhoods and commercial centers ensuring blight is taken care of.	Action L7.4: Encourage more mixed-use, live/work development opportunities downtown and in other appropriate areas.			Planning	Comp Plan, Policy
29	Land Use	<b>Objective L7:</b> Redevelopment of older neighborhoods and commercial centers ensuring blight is taken care of.	Action L7.5: Work with appropriate Downtown groups to coordinate downtown neighborhood improvements, plan implementation and assisting development and redevelopment.			City, Planning, EDC	Partnership

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**Weslaco**

Number	Chapter	Objective	Action	Priority	Rank	Responsible Department	Implementation Tool
30	Land Use	<b>Objective L7:</b> Redevelopment of older neighborhoods and commercial centers ensuring blight is taken care of.	Action L7.6: Form public-private partnerships to assist in neighborhood development and redevelopment efforts.			City, EDC	Partnership
31	Land Use	<b>Objective L7:</b> Redevelopment of older neighborhoods and commercial centers ensuring blight is taken care of.	Action L7.7: Review current zoning to ensure that mixed use is encouraged in the downtown area.			Planning	Ordinance, Comp Plan
32	Land Use	<b>Objective L7:</b> Redevelopment of older neighborhoods and commercial centers ensuring blight is taken care of.	Action L7.8: Work with Economic Development Corporation, city staff and downtown property owners to establish either a public improvement district or a tax increment reinvestment zone			City, Planning, EDC	Partnership
33	Land Use	<b>Objective L8:</b> Expand retail, office and other commercial and development area.	Action L8.1: Appropriately separate or buffer retail, office and other commercial from residential areas.			Planning	Policy, Ordinance
34	Land Use	<b>Objective L8:</b> Expand retail, office and other commercial and development area.	Action L8.2: Locate major commercial and industrial activities along roadways with the greatest traffic-handling capacity.			Planning	Comp Plan, Transportation Plan
35	Land Use	<b>Objective L8:</b> Expand retail, office and other commercial and development area.	Action L8.3: Create a neighborhood commercial zoning district.			Planning	Comp Plan, Ordinance
36	Land Use	<b>Objective L8:</b> Expand retail, office and other commercial and development area.	Action L8.4: Identify locations for future commercial development clusters (versus scattered and/or "strip" development).			Planning	Comp Plan
37	Land Use	<b>Objective L8:</b> Expand retail, office and other commercial and development area.	Action L8.5: Attract specific desired uses (retail, cinema, entertainment, etc.) through targeted recruiting, incentives or other means.			Planning, EDC	EDC

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**Weslaco**

Number	Chapter	Objective	Action	Priority	Rank	Responsible Department	Implementation Tool
38	Land Use	<b>Objective L8:</b> Expand retail, office and other commercial and development area.	Action L8.6: Provide economic development incentives and expansion/relocation assistance for existing businesses.			Planning, EDC	EDC
39	Land Use	<b>Objective L8:</b> Expand retail, office and other commercial and development area.	Action L8.7: Review zoning and other development ordinances (appropriate regulations and districts to keep older commercial areas viable, encourage redevelopment, ensure quality new development).			Planning	Ordinance
40	Land Use	<b>Objective L8:</b> Expand retail, office and other commercial and development area.	Action L8.8: Create a Business Park zoning district to provide for offices and technology centers in a campus environment.			Planning	Ordinance
41	Annexation	<b>Objective A1:</b> Annexation that protects public health and safety and promotes sustainable growth and development.	Action A1.1: Cooperate with surrounding government entities in the delivery of efficient and timely services and in promoting regionally shared facilities.			City	Intergovernmental
42	Annexation	<b>Objective A1:</b> Annexation that protects public health and safety and promotes sustainable growth and development.	Action A1.2: Continue discussions and come to agreement with Donna, Mercedes, Progreso and Progreso Lakes regarding overlapping ETJ boundaries.			City	Intergovernmental
43	Annexation	<b>Objective A1:</b> Annexation that protects public health and safety and promotes sustainable growth and development.	Action A1.3: Refer to <b>Table 4.1 – Annexation Spreadsheet</b> when determining which areas in the ETJ should be annexed into the City.			City, Planning	Comp Plan

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**Implementation Spreadsheet**  
**Weslaco**

Number	Chapter	Objective	Action	Priority	Rank	Responsible Department	Implementation Tool
44	Annexation	<b>Objective A1:</b> Annexation that protects public health and safety and promotes sustainable growth and development.	Action A1.4: Develop annexation guidelines that include requirements for substandard subdivisions including mobile home parks and subdivisions to be brought up to code within specific periods of time.			Planning	Ordinance, Policy
45	Transportation	<b>Objective T1:</b> A thoroughfare network that is consistent with the Future Land Use Plan, that enhances community-wide mobility and ensures neighborhood access.	Action T1.1: Refer to the Future Thoroughfare Plan when making decisions regarding roadway improvements and upgrades.			City Engineer	Transportation Plan, CIP
46	Transportation	<b>Objective T1:</b> A thoroughfare network that is consistent with the Future Land Use Plan, that enhances community-wide mobility and ensures neighborhood access.	Action T1.2: Identify needed street improvement projects and include them in the Capital Improvement Plan.			City Engineer	Transportation Plan, CIP
47	Transportation	<b>Objective T1:</b> A thoroughfare network that is consistent with the Future Land Use Plan, that enhances community-wide mobility and ensures neighborhood access.	Action T1.3: Require quality inspections and development standards to ensure quality street construction.			City Engineer	Policy, Ordinance
48	Transportation	<b>Objective T1:</b> A thoroughfare network that is consistent with the Future Land Use Plan, that enhances community-wide mobility and ensures neighborhood access.	Action T1.4: Identify needed intersection improvements at Business 83 and Westgate.			City Engineer	CIP

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**Implementation Spreadsheet**  
**Weslaco**

Number	Chapter	Objective	Action	Priority	Rank	Responsible Department	Implementation Tool
49	Transportation	<b>Objective T2:</b> A local road network that emphasizes safety and convenience for drivers and pedestrians.	Action T2.1: Provide designated on and off street bike routes.			City Engineer, Planning	Transportation Plan
50	Transportation	<b>Objective T2:</b> A local road network that emphasizes safety and convenience for drivers and pedestrians.	Action T2.2: Conduct a signalization and timings study to determine if an inefficiencies or safety concerns with signal coordination.			City Engineer	Budget
51	Transportation	<b>Objective T3:</b> A Plan that fosters a spirit of cooperation with surrounding communities and regional agencies for transportation improvements.	Action T3.1: Continue to coordinate and communicate with neighboring cities of Donna, Mercedes, Progreso and Progreso Lakes in making land use and thoroughfare decisions.			City, Planning, City Engineer	Intergovernmental
52	Transportation	<b>Objective T3:</b> A Plan that fosters a spirit of cooperation with surrounding communities and regional agencies for transportation improvements.	Action T3.2: Work with neighboring cities and county to connect and promote a regional trails system.			City, City Engineer, Planning, Parks and Recreation	Parks Plan, Intergovernmental
53	Transportation	<b>Objective T4:</b> Expand opportunities for public transportation.	Action T4.1: Conduct a special study to identify the needs and potential services for transit service to further explore the needs for enhanced transit service.			City	Budget
54	Transportation	<b>Objective T4:</b> Expand opportunities for public transportation.	Action T4.2: Cooperate with the management of Rio Metro to promote and expand the use of the provided transit services.			City	Transportation Plan
55	Transportation	<b>Objective T4:</b> Expand opportunities for public transportation.	Action T4.3: Work with Rio Metro and area businesses and subdivisions to establish passenger amenities such as shelters, benches, and the like.			City	Partnership, Transportation Plan

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**Implementation Spreadsheet**  
**Weslaco**

Number	Chapter	Objective	Action	Priority	Rank	Responsible Department	Implementation Tool
56	Transportation	<b>Objective T4:</b> Expand opportunities for public transportation.	Action T4.4: Investigate opportunities for public/private partnerships to enhance local transit circulation services through use of taxis or jitneys.			City	Partnership
57	Transportation	<b>Objective T5:</b> Roadway maintenance program to ensure driver and pedestrian safety.	Action T5.1: Continue to include in the Capital Improvement Plan the construction, repair, reconstruction, and improvement of sidewalks and roadways.			City, Code Enforcement, City Engineer	CIP
58	Transportation	<b>Objective T5:</b> Roadway maintenance program to ensure driver and pedestrian safety.	Action T5.2: Provide pedestrian crosswalks, crossing signs, warning lights and/or overpasses on major thoroughfares and streets with high traffic volumes.			City Engineer	CIP
59	Transportation	<b>Objective T6:</b> A system that encourages and provides for walking and biking.	Action T6.1: Provide trails, sidewalks and crosswalks on arterial and collector streets.			City Engineer	CIP
60	Transportation	<b>Objective T6:</b> A system that encourages and provides for walking and biking.	Action T6.2: Work with appropriate entities to consider the potential to use drainage easements and irrigation ditches for bikeways and trails.			Parks, City Engineer	Parks Plan, CIP
61	Transportation	<b>Objective T6:</b> A system that encourages and provides for walking and biking.	Action T6.3: Prioritize the development of sidewalks a quarter mile around schools and commercial districts.			City Engineer, Urban Development	CIP
62	Transportation	<b>Objective T7:</b> Greater opportunities realized from the Weslaco Progreso International Bridge.	Action T7.1: Monitor Bridge to ensure pedestrian safety is maintained through adequate lighting, and ensuring sufficient separation between vehicles and pedestrians.			City Engineer	Intergovernmental, CIP

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**Implementation Spreadsheet**  
**Weslaco**

Number	Chapter	Objective	Action	Priority	Rank	Responsible Department	Implementation Tool
63	Transportation	<b>Objective T8:</b> Adequate and accessible parking in Weslaco's downtown area.	Action T8.1: Establish incentives for joint access, shared parking and coordinated development planning.			Planning, EDC	Partnership
64	Transportation	<b>Objective T8:</b> Adequate and accessible parking in Weslaco's downtown area.	Action T8.2: Develop and install an organized and consistent system of directional signage to direct visitors to parking areas.			Planning, City Engineer	Partnership, Budget
65	Transportation	<b>Objective T8:</b> Adequate and accessible parking in Weslaco's downtown area.	Action T8.3: Investigate areas that can be used for City parking lots.			Planning, EDC	Policy
66	Community Facilities	<b>Objective CF1:</b> Community facilities that adequately support Weslaco's existing and projected population.	Action CF1.1: Monitor development patterns and evaluate demographic information to anticipate needed increases in staff, equipment, services, and support facilities in developing areas.			Planning	Comp Plan, Policy
67	Community Facilities	<b>Objective CF1:</b> Community facilities that adequately support Weslaco's existing and projected population.	Action CF1.2: Identify and acquire land in appropriate locations for future community facilities and services through acquisition from property owners and developers.			City, Planning	CIP
68	Community Facilities	<b>Objective CF1:</b> Community facilities that adequately support Weslaco's existing and projected population.	Action CF1.3: Continue to periodically assess the quality of municipal services and upgrade as needed.			City, Planning	CIP
69	Community Facilities	<b>Objective CF1:</b> Community facilities that adequately support Weslaco's existing and projected population.	Action CF1.4: Identify opportunities to link community facilities to other public improvements, including by not limited to schools, trails and parks.			City, Planning	Intergovernmental

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**Implementation Spreadsheet**  
**Weslaco**

Number	Chapter	Objective	Action	Priority	Rank	Responsible Department	Implementation Tool
70	Urban Design/Historic Preservation	<b>Objective UD1:</b> Facilitate local investments to further the community image.	Action UD1.1: Promote public education and appreciation of the city's historical and cultural resources through cultural programs and signage.			Planning	Budget, Partnership
71	Urban Design/Historic Preservation	<b>Objective UD1:</b> Facilitate local investments to further the community image.	Action UD1.2: Identify potential partners and interested individuals who could assist in local investment.			Planning	Partnership
72	Urban Design/Historic Preservation	<b>Objective UD2:</b> Build on existing community assets.	Action UD2.1: Work with Chamber of Commerce and Economic Development Corporation, in coordination with Museum, Valley Nature Center and others to identify community assets, and develop a promotional campaign to showcase Weslaco's historic, cultural and natural resources.			Planning, City, Chamber of Commerce, EDC, Museum, Valley Nature Center	Partnership
73	Urban Design/Historic Preservation	<b>Objective UD2:</b> Build on existing community assets.	Action UD2.2: Identify potential partners to assist in promotion.			Planning	Partnership
74	Urban Design/Historic Preservation	<b>Objective UD3:</b> Promote aesthetically pleasing community image expressed along major corridors.	Action UD3.1: Develop a logo for the City that reflects the community's values, its history, and its vision for the future.			City, Chamber of Commerce, EDC	Budget
75	Urban Design/Historic Preservation	<b>Objective UD3:</b> Promote aesthetically pleasing community image expressed along major corridors.	Action UD3.2: Establish beautification programs for the City's gateways (along transportation routes).			City, Planning, City Engineer	Budget, Partnership
76	Urban Design/Historic Preservation	<b>Objective UD3:</b> Promote aesthetically pleasing community image expressed along major corridors.	Action UD3.3: Consider the use of corridor overlay districts to promote attractive design and access control.			City, Planning	Budget, Partnership



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**Weslaco**

Number	Chapter	Objective	Action	Priority	Rank	Responsible Department	Implementation Tool
77	Urban Design/Historic Preservation	<b>Objective UD3:</b> Promote aesthetically pleasing community image expressed along major corridors.	Action UD3.4: Develop a design for city entrance signs and landscaping that reflect the character of Weslaco incorporating the city logo.			City, Planning, City Engineer	Budget, Partnership
78	Urban Design/Historic Preservation	<b>Objective UD3:</b> Promote aesthetically pleasing community image expressed along major corridors.	Action UD3.5: Implement an "Adopt-A-Street Program" which creates a partnership between the city, residents and businesses to adopt and keep a street or area of the city clean.			City, EDC, Chamber of Commerce	Partnership
79	Urban Design/Historic Preservation	<b>Objective UD4:</b> Foster the community's image to augment eco-tourism and heritage-tourism.	Action UD4.1: Work with Chamber of Commerce and Economic Development Corporation, in conjunction with Museum, Valley Nature Center and others to identify community assets, and develop a promotional campaign to showcase Weslaco's historic, cultural and natural resources.			City, Chamber of Commerce, EDC	Partnership
80	Urban Design/Historic Preservation	<b>Objective UD4:</b> Foster the community's image to augment eco-tourism and heritage-tourism.	Action UD4.2: Identify potential partners to assist in promotion.			City, EDC, Chamber of Commerce	Partnership
81	Urban Design/Historic Preservation	<b>Objective UD5:</b> Promote a vibrant community by expanding opportunities for 'people places' (farmers market, multi-purpose facility, entertainment district, etc).	Action UD5.1: Incorporate downtown theme into street signs, business signs, banners, and lampposts to differentiate the downtown area from the rest of the City.			Planning, City	Partnership, Budget

**Table 8.1**  
**Implementation Spreadsheet**  
**Weslaco**

Number	Chapter	Objective	Action	Priority	Rank	Responsible Department	Implementation Tool
82	Urban Design/Historic Preservation	<b>Objective UD5:</b> Promote a vibrant community by expanding opportunities for 'people places' (farmers market, multi-purpose facility, entertainment district, etc).	Action UD5.2: Incorporate street furniture (benches, planters), wide sidewalks, pedestrian scale lampposts, paving at crosswalks to encourage pedestrian movement and promote safety.			Planning, City	Partnership, Budget, CIP
83	Urban Design/Historic Preservation	<b>Objective UD5:</b> Promote a vibrant community by expanding opportunities for 'people places' (farmers market, multi-purpose facility, entertainment district, etc).	Action UD5.3: Investigate potential locations for Town Center area/gathering place/Farmers' Market.			City, Planning, EDC	Partnership, Budget
84	Urban Design/Historic Preservation	<b>Objective UD5:</b> Promote a vibrant community by expanding opportunities for 'people places' (farmers market, multi-purpose facility, entertainment district, etc).	Action UD5.4: Consider the use of a Downtown Weslaco overlay district to promote attractive design and access control of central city area.			Planning, EDC	Partnership, Budget
85	Urban Design/Historic Preservation	<b>Objective UD5:</b> Promote a vibrant community by expanding opportunities for 'people places' (farmers market, multi-purpose facility, entertainment district, etc).	Action UD5.5: Work with Economic Development Corporation, city staff and downtown property owners to establish either a public improvement district or a tax increment reinvestment zone.			City, EDC	Partnership
86	Urban Design/Historic Preservation	<b>Objective UD6:</b> Improvements to code enforcement.	Action UD6.1: Develop better interdepartmental communication to assure that duties, activities, and project management are coordinated in an efficient and cost-saving manner.			City, Planning, City Engineer, Urban Development, Code Enforcement	Policy
87	Urban Design/Historic Preservation	<b>Objective UD6:</b> Improvements to code enforcement.	Action UD6.2: Maintain and enforce inspection requirements and development standards for utilities and infrastructure.			Code Enforcement	Policy, Ordinance

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Number	Chapter	Objective	Action	Priority	Rank	Responsible Department	Implementation Tool
88	Urban Design/Historic Preservation	<b>Objective UD7:</b> Ensure municipal regulations support desired community character.	Action UD7.1: Review existing Zoning Map and Ordinance to ensure that residential uses are permitted Downtown.			Code Enforcement, Planning	Ordinance
89	Urban Design/Historic Preservation	<b>Objective UD8:</b> Protect, preserve and promote Weslaco's historic structures and places	Action UD8.1: Work with downtown business owners to promote street fairs, monthly Downtown sales events.			Chamber of Commerce, EDC, Planning	Budget
90	Urban Design/Historic Preservation	<b>Objective UD8:</b> Protect, preserve and promote Weslaco's historic structures and places	Action UD8.2: Investigate the potential of incentives for building façade treatments.			Planning, EDC	Policy, Ordinance